

Shenley Academy & Sixth Form, Shenley Lane, Birmingham, B29 4HE

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RPE/RAB

10th February 2023

Dear Parents/Carers

I am writing to inform you of the importance of attendance for your child. It is important that all students maintain 96% or above attendance. This will ensure all students have maximum opportunity to fulfil their potential and achieve the very best qualifications.

Encouraging regular school attendance is one of the most powerful ways you can prepare your child for success, both in school and in life. When you make school attendance a priority, you help your child to develop healthy life habits and enhance their cultural capital skills. Students who attend school regularly also feel more connected to their community, develop important social skills and friendships, and have a greater degree of self-confidence setting them up for a strong future. It is important to note that if a student has 80% attendance over 5 years they lose the equivalent of missing a whole school year, which impacts on their ability to succeed in education.

Over this half term, students have been rewarded with a number of prizes including cinema afternoons with popcorn, playing dodgeball through to taking part in attendance bingo. These rewards were for students whose attendance has been a wonderful 100% over a two-week period. Students have really enjoyed these events.

As we approach the final week prior to the half term holiday it is important we remind you that your child attending everyday is of the upmost importance. We pride ourselves as an academy with wanting to ensure all our students have a minimum attendance of 96%. We will be running a 100% attendance competition over the last week. This will be open to all those students who have attended all of next week. On Friday 17th students with 100% attendance over the week will be entered into a prize draw to win a £50.00 Amazon voucher. This is a wonderful opportunity for students to be rewarded for excellent attendance.

Furthermore, at Easter, we will be giving away our brand-new X-Box to one lucky student whose attendance is 96% or above since our return in January. This is a wonderful opportunity for your child to have a chance to win this prize. If your child has fallen below 96% since January this does not mean they cannot be in the prize draw as we still have another half term to go. If they have 100% over the next half term, they will also be entered into our prize draw. Within the academy we have a slogan 'if you want to win, get yourself in'.

Thankyou for your ongoing support with our attendance drive.

Yours faithfully

Mr. R. Pearce Assistant Headteacher















